Bullet-Proof Software

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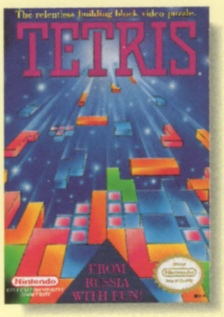
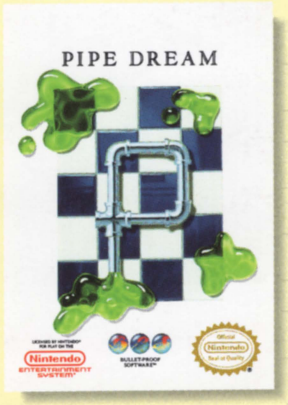
WHAT DO YOU CALL A GAME THAT SOLD 2.3 MILLION COPIES?



A WARMUP.



When Tetris became a huge hit, a lot of people were surprised. Because players were asked to do something new. Think.

Obviously, they loved it. In only 5 months, over a million copies were sold for the Nintendo Entertainment System.® And over a million for Game Boy.™

Now, here come two more games that look just as big. There's Hatris, which was invented by Alexey Pajitnov, the creator of Tetris. It's the same principle: strategic thinking, quick reflexes, total addiction. It makes people wish they had six heads instead of one. Then there's Pipe Dream, from Lucasfilm Games, an incredible workout for your mind and your reflexes. In fact, it feels like playing chess in the middle of a pie fight. Which helps explain why it was awarded "Best Strategy Game of 1989" for personal computers by Game Player's magazine.

So call your BPS sales rep now. And stock up. Because we're just getting warmed up.

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Bullet-Proof Software

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For Immediate Release

Bullet-Proof Software, Inc. To Release First Two Action Strategy Games—*Hatris* and *Pipe Dream*

LAS VEGAS, NV—January 6, 1990—Bullet-Proof Software, Inc. today announced the forthcoming release of its first two action strategy video games, *Hatris* and *Pipe Dream*. Combining spatial planning and strategic thinking with quick intense action, both games challenge players' wits and reflexes. Offered as a more intelligent choice to the "shoot'em up" variety of video games, *Hatris* and *Pipe Dream* will be available beginning the third quarter of 1990 for both the Nintendo Entertainment System (NES) and Nintendo's Game Boy compact video game system.

Both products are being showcased at the Winter Consumer Electronics Show (WCES) here this week at booth number 6054 in the Convention Center's West Hall.

Bullet-Proof Software, established in the fall of 1989, is a subsidiary of BPS Japan, one of Japan's leading game publishers. Leveraging its international experience and resources, Bullet-Proof Software publishes the highest quality entertainment software available worldwide. The company's goal is to produce challenging video games that stimulate intelligence and strategic thinking. The philosophy behind Bullet-Proof is that game play experiences should be constructive, not destructive.

Hatris, written by *Tetris* author Alexey Pajitnov, is an involving action strategy game that rewards thought, planning and reflexes. As six different types of hats come falling from the screen in pairs, it's up to you to arrange them in stacks by type. It may sound simple, but *Hatris* combines hats of all different heights with increasing speed, delivering an addictive game that takes a hatful of skill to master. A constructive game with wide appeal to all audiences—even those new to game-playing—*Hatris* is a refreshing change from the current glut of violent video games.

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"Alexey Pajitnov is one of the top ten game designers of all time," says Henk Rogers, Bullet-Proof's Founder and Director. "When I went to the Soviet Union to negotiate with Elorg for the handheld rights to *Tetris,* I just about flipped when they showed me *Hatris* ," Rogers continued. "And then I learned it was available! In this, the decade of glasnost, Pajitnov may be the Soviet's best-kept secret!"

Pipe Dream, a fast-paced strategy game, was originally developed in England for Lucasfilm Games. Awarded "Best Strategy Game of 1989" for personal computers by Games Players, *Pipe Dream*'s concept is easy to learn. But like the best classic strategy games, it is extremely difficult to conquer and resists being mastered. The objective is to build the longest possible continuous pipeline, racing against a stream of soggy sewage, called *flooz*. The game boasts increasingly challenging levels, ranging from the unencumbered basic playing fields with seven pipe shapes, to the higher levels with one-way pipes, cunning obstacles and faster-flowing *flooz*.

"I think the game market has matured to the point that it's bored with violent, destructive games," said Bullet-Proof President Scott Tsumura. "It just so happens that two of the very best game developers in the world—Lucasfilm and Pajitnov—feel the same way we do. If you liked *Tetris,* just wait until you try *Hatris* and *Pipe Dream! "*

Bullet-Proof Software's parent company, BPS Japan, which was founded in 1983 by Henk Rogers, introduced the genre of role-playing games to the Japanese market with their first product and smash hit *Black Onyx*. From there, the company went on to import several US and European games into Japan. BPS's latest success—with over 2.5 million units sold—is *Tetris*, which they currently publish in Japan on several platforms, including the Nintendo Entertainment System (NES), Sharp Wizard and others. Bullet-Proof Software is headquartered outside of Seattle in Redmond, Washington and was founded in October, 1989.

Bullet-Proof Software

Pipe Dream™

Imagine playing chess in the middle of a pie fight.

Developed by Lucasfilm Games, *Pipe Dream* is the fast-playing game of skill, strategy, and plumbing. It was recently awarded "Best Strategy game of 1989" by Game Players.

While the deceptively simple concept makes *Pipe Dream* easy to learn, it's surprisingly tough to master. The objective is simple enough: Just piece together a pipeline from plumbing parts that appear on the side of the screen. But after eight seconds, the flood gates open. Suddenly, you're scrambling to lay pipe ahead of the fast-flowing *flooz*. You've got to think strategically. But act instinctively. One wrong move, brief hesitation, or misplaced pipe part and you're sunk in a sea of soggy sewage!

- **Seven basic pipe pieces.**
- **Constructive game**
- **Basic, expert, and two-player modes.**
- **Twelve advanced pipe pieces.**
- **Thirty-six levels.**
- **Bonus rounds every four levels.**

Part No.	Format	Available	Master Pak	Shipping Information
01010	Nintendo Entertainment System	3rd qtr 1990	24 (4/6 PK)	Master Pak –Size 13.5"x12"x9" –Weight 12 lbs.
02010	Game Boy	3rd qtr 1990	48 (8/6 PK)	Master Pak –Size 21.7"x11.2"x6.7" –Weight 12.9 lbs.

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Bullet-Proof Software

Hatris™

Just when you thought you had mastered ***Tetris***...
Bullet-Proof Software presents Alexey Pajitnov's newest brain teaser!

Hatris may look simple.

As pairs of different styles of hats slide down the screen, it's your job to maneuver them into stacks. Arrange five of the same type on top of each other, and they vanish! The more hats you make disappear, the more space (and time) you have to rack up your points!

But wait till you try it.

If you keep your wits about you, and play strategically, you may think you're pretty good at this game. But pause for a split second or drop your hat on the wrong stack, and before you know it you'll be bombarded by a swarm of mismatched chapeaux. The better you get, the more riveting the challenge.

- **Six different styles of hats**
- **Randomly generated pieces**
- **Developes real-time decision making**
- **Increasingly difficult levels**
- **Constructive game**

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Bullet-Proof Software, Inc.

Company Backgrounder

The Company

Bullet-Proof Software, Inc. was founded in October 1989 as a subsidiary of BPS Japan, one of Japan's leading game publishers. Due to its international experience and resources for publishing the highest quality entertainment software available worldwide, Bullet-Proof Software publishes challenging video games which stimulate intelligence and strategic thinking.

BPS Japan was established in 1983 by Henk Rogers after writing a game entitled *Black Onyx*. *Black Onyx* went on to become a huge hit in Japan, and was named number one game of 1984 and the number two game of 1985. Since then, BPS has successfully imported several US and European games into Japan.

In the beginning of 1989, Rogers visited the Soviet Union to secure the handheld rights to *Tetris*, which is now a worldwide sensation. In 1989 The Software Publishers Association named *Tetris* "Best Entertainment Program", "The Critics' Choice Award for Best Consumer Program", "Best Original Game Achievement" and "Best Action/Strategy Program". In Japan alone, current sales for all formats have exceeded 2.5 million units. BPS Japan publishes *Tetris* on several platforms, including the Nintendo Entertainment System (NES), Sharp Wizard and others. Bullet-Proof Software holds the worldwide handheld rights to *Tetris*, part of which are sublicensed to Nintendo. In the US, *Tetris* is currently bundled with Nintendo's Game Boy, the most sought after toy game for Christmas of 1989.

Unlike most Japanese-owned subsidiaries, Bullet-Proof Software was not established for the purpose of bringing Japanese software to the United States. Instead, it was created to publish entertainment software designed in the US and other parts of the world, including Europe and the Soviet Union.

The Products

Bullet-Proof Software's first two releases will be *Hatris* and *Pipe Dream*, for both the Nintendo Entertainment System (NES) and Nintendo's Game Boy compact video game system. The games are action packed and exciting to play, while rewarding intellect and construction rather than destruction.

Hatris, premiering at the Winter 1990 Consumer Electronic Show (WCES), is Alexey Pajitnov's encore to his superhit *Tetris*. Captivating and yet easy to learn, *Hatris* is an action strategy game that requires both thoughtful planning as well as quick reflexes. As six different styles of hats slide down the screen in pairs, you arrange them in stacks according to their type. At first glance a seemingly simple game, *Hatris* takes a hatful of strategic skill to master. A constructive game with wide appeal to all audiences—even those new to video games—*Hatris* is a refreshing change from the current glut of shoot-'em-up video games.

Pipe Dream, the fast-flowing game of skill, strategy and plumbing, was originally developed in England for Lucasfilm Games. Awarded "Best Strategy Game of 1989" for personal computers by Game Players, *Pipe Dream* challenges your ability to construct a series of pipes against a stream of soggy sewage, called *flooz*. *Pipe Dream* is deceptively simple to learn. But, like the best classic strategy games, extremely difficult to master.

The People

Bullet-Proof Software's management team has many years of experience in the entertainment software industry, both in the United States and Japan. The company is headquarted in Redmond, Washington.

• **Henk Rogers, Director and Founder.** Born in Holland, Rogers later lived in New York City and then in Hawaii, where he graduated from the University of Hawaii in Computer Science. After designing and programming a video game entitled, *Black Onyx*, Rogers established BPS Japan in order to take his game to market. *Black Onyx* became a smash hit and his company has gone on to become one of the leading entertainment software publishing companies in Japan.

• **Scott Tsumura, President and CEO.** Prior to joining Bullet-Proof, Tsumura was the founder and president of Kyodai Software Marketing, Inc., a company that brought best-selling Japanese entertainment software to the US and distributed it through Brøderbund Software, Inc. Before that, Scott was the Director of Sales and Development at Irem, a Japanese arcade game publisher. Originally from Osaka, Japan, Tsumura graduated from the Osaka University of Commerce.

• **David Irons, Vice President of Sales.** Irons was formerly the Director of Sales for Epyx, Inc., one of the leading US publishers of entertainment software. Prior to joining Epyx in 1984, Irons worked for several game and toy publishers, including Parker Brothers, Tonka Toys and the Knickerbocker Toy Company. He holds a degree in Business Management from Memphis State University.

• **Lynda Baldauf, Marketing Manager.** Baldauf was formerly Marketing Manager for General Information, Inc., publisher of *The National Directory of Addresses and Telephone Numbers*. Prior to joining General Information, she assisted Scott Tsumura in establishing Kyodai Software Marketing, Inc. Baldauf graduated from the University of California, Berkeley with a degree in Japanese Studies and Anthropology.